



**PATRICIA BARELA RIVERA**  
**Colorado District Director**

Patricia Barela Rivera is the U.S. Small Business Administration, District Director in the State of Colorado. She is responsible for and manages the implementation of key economic and outreach programs committed to providing quality customer-oriented, full service programs and information to the small business community, lenders, resource partners, and the minority and women's communities. The main focus is to assist small businesses in their formation and growth in order to be a key part of the state's economy. Under her direction the Colorado District Office has received several SBA national recognitions, such as "The Administrator's Award for Excellence for the Greatest Increase in Emerging Markets".

Prior to being the SBA District Director, she was the Director for Citizen Advocacy and Outreach in the Governor's office. She also managed the Governor's Advocate Office which is the primary constituent/citizen services office for the State of Colorado. She oversaw statewide community outreach programs and special projects. Oversaw the Governor's Diversity Plan which was the nation's first plan ever developed at the state level.

Also, Deputy Director for the State of Colorado Department of Local Affairs. Oversaw key economic development initiatives, such as the Minority and Women's Business offices. Was also the Governor's representative at various statewide public functions, specifically in the minority and women's community.

Ms. Rivera was the President/Owner of PBR & Associates Inc., a successful management consulting and training firm. Nationally known for her motivational, professional development seminars and keynote addresses. Particularly in the areas of leadership, diversity issues, management, human resources and strategic planning for small businesses.

Was a Regional Civil Rights/EEO Specialist for the U.S. Forest Service and regional management trainer for the Office of Personnel Management, Rocky Mountain Region. She began her professional career in 1970 as a Career & Placement Director for the University of Albuquerque.

## PROFESSIONAL/COMMUNITY INVOLVEMENT

- 2006, Board of Directors, Junior Achievement
- 2006, Board of Directors, Honorary Member, Denver Hispanic Chamber of Commerce
- 2006, Board of Directors, Johnson & Wales University, Community Leadership Institute
- 2006, President's Community Advisory Board, Denver Museum of Nature and Science
- 2005, Acknowledged for accomplishments in the Congressional Record for "Superior SBA Goal Achievement and Management"
- 2005, Latino Advisory Board, Better Business Bureau
- 2005, City of Denver, Mayoral Appointee – Development Review/Permitting Board
- 2005, Feature Cover Story, CORE Magazine
- 2004, Feature Cover Story, Colorado Biz Magazine
- Board Member – Centro San Juan Diego Community Advisory Board
- Board Member – Denver Art Museum, Latino Advisory Board
- Board Member – Colorado Film Society
  
- Past Board Member – Denver Museum of Nature and Science Trustee, Kempe Foundation Board, Channel 9 "Who Cares" Board, Bronco's Minority Advisory Council, Rocky Mountain Export Council, Denver Foundation – Inclusiveness Initiative, Tiffany & Company-Community Advisory Board.
- Acknowledged twice in the House of Representatives – Congressional Record for Excellence in Community Service
- Named "Who's Who in Denver Business" for four years – Denver Business Journal
- Recipient, Denver Hispanic Chamber of Commerce "Pioneer Award" 1st Hispanic woman SBA District Director in the U.S.
- Recipient, SBA Administrators Award for Excellence
- Recipient "Bernie Valdez Self Sufficiency Award", Latin American Research & Service Agency (LARASA)
- Recipient, Small Business Development Center (SBDC) "Director's Award"
- Named "Woman of Distinction" Girl Scouts of America
- Named "20th Century Woman", Colorado Women News Magazine
- Named "100 Most Influential Hispanics in the United States", Hispanic Business Magazine
- Recipient, "Volunteer of the Year Award" Hispanic Annual Salute
- Recipient, "Martin Luther King, Jr. Humanitarian Award", City of Denver
- Named "Hispanic Who Makes A Difference", Visiones Magazine
- Feature cover story "SBA Colorado District Director", Zenith Magazine
- Named as on the key leaders in Denver in "Leading the Way" feature article, Emerging Markets Magazine
- Named Businesswoman of the Year, U.S. Hispanic Chamber of Commerce
- Recipient "National Leadership Award, National Bar Association
- Featured guest/speaker on the Phil Donahue Show

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